



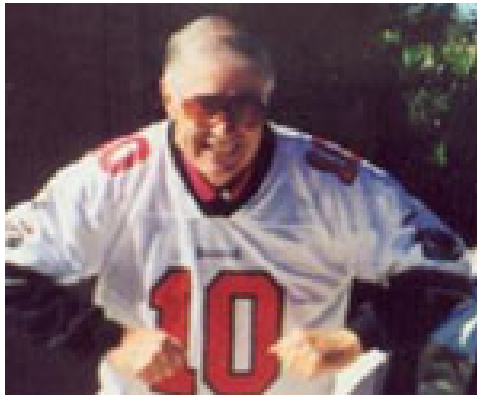
# *The FAN*

Standard Two  
Lesson 2.1

## Standard Two

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- Students will assess the fan's role in sports marketing as a spectator and consumer.



Standard Two: The FAN

# The Fan

- The reason for the success of organized sports is the involvement of the fans.

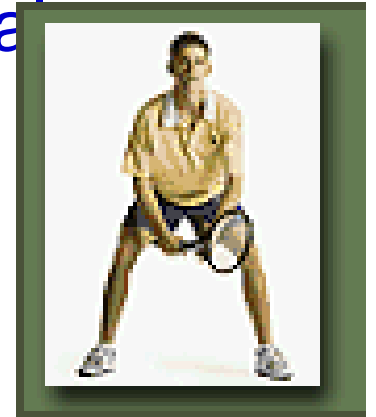
- Ticket Purchases
- Merchandise Purchases
- Media Purchases
- Time Commitment
- Play & Participation
- Contest Participation



# Sports

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- Sports are a source of diversion or physical activity engaged in for pleasure
  - Can be spectatorship
  - Can be participation and play



# Sports Consumers

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- Consumers exchange money for a “wanted” good or service.
- Sports Consumers exchange in different ways:
  - Spectators as Consumers
    - Benefit by watching game
    - Exchange for tickets and entertainment
  - Participants as Consumers
    - Benefit by playing or event participating
    - Exchange for equipment and participation



# **Sports Attraction**

## **Why Do We Participate?**

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- Personal Improvement - Better Health
- Sense of Accomplishment
- Develop Positive Values, etc.
- Sport Appreciation
  - Enjoy the game and competition
- Fan Identification with the Team
- Social Facilitation
  - Spend time with others, feel part of a group



# Fan Motivation

## Reasons to Attend a Game

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- Diversion from everyday life
- Entertainment Value
- Eustress or Positive Stress
- Economic Value
- Aesthetic Value
- Need for Affiliation
- Family Ties





# Fan Attendance Factors

## What Fans Value

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- Reasonably Priced Parking (\$8) & Tickets (\$25)
- Adequate Parking/Access
- Reasonably Priced Foods
- Home Team With A Winning Record
- Close Score
- Home Team Star Regarded As Top 10 Player
- Reasonably Priced Souvenirs
- Game That Ends In Less Than Three Hours
- Wide Variety Of Snack Foods

- Taken From Shank Book





# Types of “Fans”

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- Audience
- Consumers
- Customers



Standard Two: The FAN

# **Fan = Target Market**

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- “Fans” are typically segmented in to smaller markets by teams:
  - “target markets” or “market segments”
- Specific Market Segments:
  - Demographic Segmentation
  - Psychographic Segmentation
  - Geographic Segmentation
  - Behavioral Segmentation

# Market Segmentation

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- Grouping consumers together based on common needs, interests, behaviors,...
- Separating consumers makes measurement and promotions easier to manage
- Targeting must be:
  - Sizeable
  - Measurable
  - Reachable



# Niche Market

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- A relatively small part of a market that has a very special need not currently being filled is a Niche Market.
- Examples
  - Memorabilia Collectors & Traders
    - Target Market IS Sizeable
    - Target Market IS Measurable
    - Target Market IS Reachable



# Demographics

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- Segmentation based on measurable statistics
  - Age
  - Gender
  - Religion
  - Race
  - Nationality
  - Birth Rates...



# Geographics

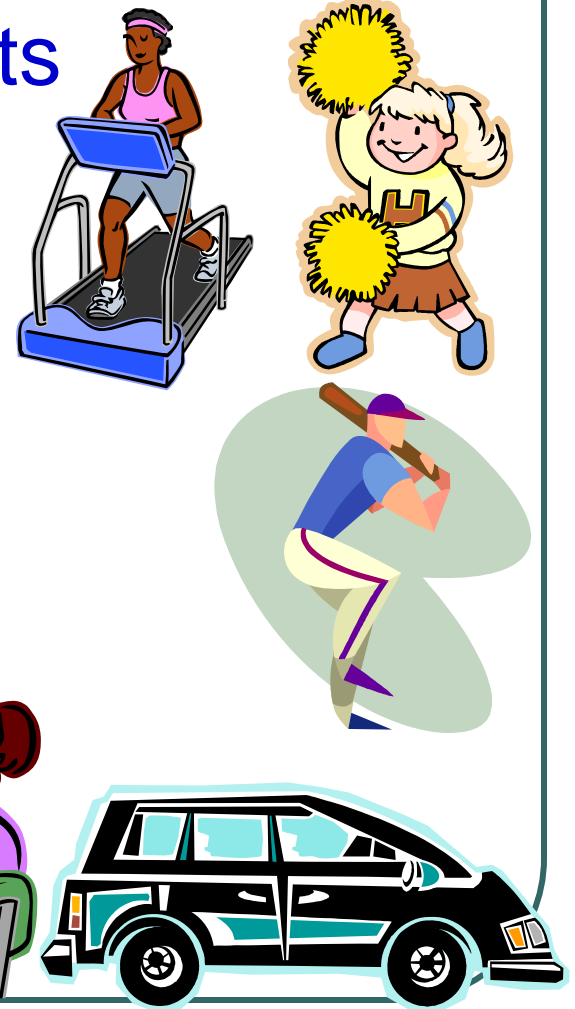
- Segmentation based on Area, Region, or Climate
  - State
  - County
  - City
  - Region
  - Climate – Winter Sports, Water Sports
    - Hawaii vs. Vermont
    - Alaska vs. Florida



# Psychographics

- Segmentation based on Interests & Activities

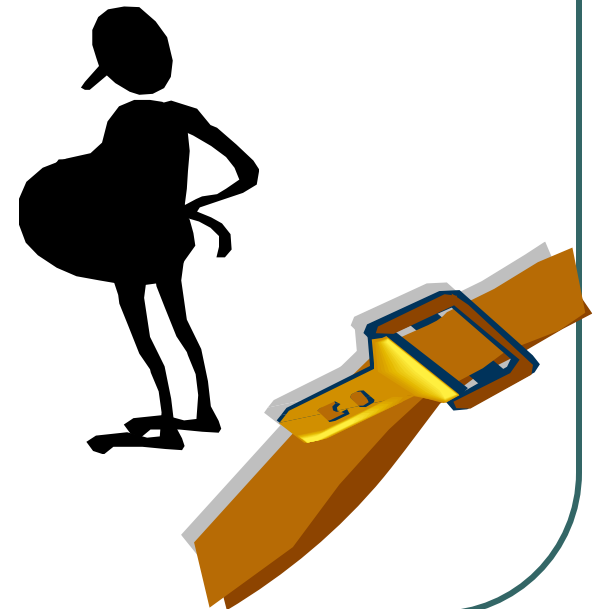
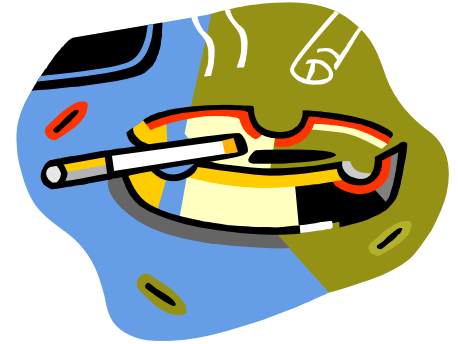
- Cheerleader
- Athlete
- Computer User
- Mini-Van Driver
- Retired Person
- Marathon Runner





# Behavioral Segmentation

- Segmentation based on “Rate Of Use”
  - Individual is either a User or Non-User
    - Season Ticket Holders
    - Smokers
    - Seat Belts



# **Types of Sports Participants**

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- Participants have two classifications
  - Amateur
  - Professional
- Sports have two classifications
  - Organized
  - Un-Organized

# Athletes

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- Amateur Athletes

- An athlete that is not monetarily compensated for performance
- Collegiate Athletes, Olympic Athletes, ...



- Professional Athletes

- An athlete that is compensated with money for his or her performance.
- NBA, WNBA, MLB, MLS,...



# Classification of Sport

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- Organized Sports

- Sport that is controlled by an **organizing body**
- Official rules of play, participation, controlled
- **“Sanctioned”** Sports
- NCAA, NBA, NASCAR, NFL, Rec. Leagues

- Un-Organized Sports

- Sport that is not sanctioned or controlled
- May have rules of play

# Sports Producers

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- Sports Producers May Provide:
  - Events for Participation
  - Events for Entertainment Viewing
  - Sporting Goods and Equipment
  - Licensed Merchandise
  - Collectables and Memorabilia
  - Athlete Training
  - Sports Information
  - Event Coverage and Distribution

# **Standard Two Projects**

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- Survey Students – Why attend events?
- Marketing Research – Fantasy Team Area/Region
  - Demo-geo-psychographics...
- Team Stadium Design
  - Design Tickets
  - ID Stadium Factors for Demo...
  - Distribution... Media... Sportscape...